

LAMPIRAN

1. KARAKTERISTIK RESPONDEN MEDIA ELEKTRONIK (INSTAGRAM)

Statistics

		Jenis_Kelamin	Usia	Asal_Sekolah
N	Valid	100	100	100
	Missing	0	0	0

Jenis_Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-laki	47	47.0	47.0	47.0
	Perempuan	53	53.0	53.0	100.0
	Total	100	100.0	100.0	

Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	16	11	11.0	11.0	11.0
	17	54	54.0	54.0	65.0
	18	34	34.0	34.0	99.0
	19	1	1.0	1.0	100.0
	Total	100	100.0	100.0	

Asal_Sekolah

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SMA N 5	14	14.0	14.0	14.0
	SMK Yadika	18	18.0	18.0	32.0
	SMK 5	17	17.0	17.0	49.0
	SMK BLK	4	4.0	4.0	53.0
	MAN 1	13	13.0	13.0	66.0
	SMA N 12	10	10.0	10.0	76.0
	SMA Muhammadiyah 2	14	14.0	14.0	90.0
	SMK N 1	10	10.0	10.0	100.0
	Total	100	100.0	100.0	

2. KARAKTERISTIK RESPONDEN MEDIA CETAK BALIHO

Statistics

		Jenis_Kelamin	Usia	Asal_Sekolah
N	Valid	100	100	100
	Missing	0	0	0

Jenis_Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-Laki	57	57.0	57.0	57.0
	Perempuan	43	43.0	43.0	100.0
	Total	100	100.0	100.0	

Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	16	2	2.0	2.0	2.0
	17	53	53.0	53.0	55.0
	18	45	45.0	45.0	100.0
	Total	100	100.0	100.0	

Asal_Sekolah

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SMA Muhammadiyah 2	24	24.0	24.0	24.0
	SMK Muhammadiyah 2	20	20.0	20.0	44.0
	SMA Fransiskus	22	22.0	22.0	66.0
	SMK 2 Mei	19	19.0	19.0	85.0
	SMA Al-Kautsar	5	5.0	5.0	90.0
	SMK N 2	10	10.0	10.0	100.0
	Total	100	100.0	100.0	

3. KARAKTERISTIK JAWABAN RESPONDEN MEDIA ELEKTRONIK

E1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid CS	4	4.0	4.0	4.0
S	63	63.0	63.0	67.0
SS	33	33.0	33.0	100.0
Total	100	100.0	100.0	

E2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid CS	6	6.0	6.0	6.0
S	70	70.0	70.0	76.0
SS	24	24.0	24.0	100.0
Total	100	100.0	100.0	

E3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid CS	23	23.0	23.0	23.0
S	49	49.0	49.0	72.0
SS	28	28.0	28.0	100.0
Total	100	100.0	100.0	

P1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	1	1.0	1.0	1.0
CS	6	6.0	6.0	7.0
S	25	25.0	25.0	32.0
SS	68	68.0	68.0	100.0
Total	100	100.0	100.0	

P2

	Frequency	Percent	Valid Percent	Cumulative Percent
TS	7	7.0	7.0	7.0
CS	19	19.0	19.0	26.0
Valid S	30	30.0	30.0	56.0
SS	44	44.0	44.0	100.0
Total	100	100.0	100.0	

P3

	Frequency	Percent	Valid Percent	Cumulative Percent
TS	1	1.0	1.0	1.0
CS	12	12.0	12.0	13.0
Valid S	57	57.0	57.0	70.0
SS	30	30.0	30.0	100.0
Total	100	100.0	100.0	

I1

	Frequency	Percent	Valid Percent	Cumulative Percent
CS	19	19.0	19.0	19.0
Valid S	43	43.0	43.0	62.0
SS	38	38.0	38.0	100.0
Total	100	100.0	100.0	

I2

	Frequency	Percent	Valid Percent	Cumulative Percent
CS	9	9.0	9.0	9.0
Valid S	51	51.0	51.0	60.0
SS	40	40.0	40.0	100.0
Total	100	100.0	100.0	

I3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	7	7.0	7.0	7.0
CS	12	12.0	12.0	19.0
S	28	28.0	28.0	47.0
SS	53	53.0	53.0	100.0
Total	100	100.0	100.0	

C1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	1	1.0	1.0	1.0
CS	13	13.0	13.0	14.0
S	39	39.0	39.0	53.0
SS	47	47.0	47.0	100.0
Total	100	100.0	100.0	

C2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	2	2.0	2.0	2.0
CS	11	11.0	11.0	13.0
S	59	59.0	59.0	72.0
SS	28	28.0	28.0	100.0
Total	100	100.0	100.0	

C3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STS	1	1.0	1.0	1.0
CS	19	19.0	19.0	20.0
S	43	43.0	43.0	63.0
SS	37	37.0	37.0	100.0
Total	100	100.0	100.0	

4. KARAKTERISTIK JAWABAN RESPONDEN MEDIA CETAK BALIHO

E1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid CS	8	8.0	8.0	8.0
S	39	39.0	39.0	47.0
SS	53	53.0	53.0	100.0
Total	100	100.0	100.0	

E2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid CS	7	7.0	7.0	7.0
S	54	54.0	54.0	61.0
SS	39	39.0	39.0	100.0
Total	100	100.0	100.0	

E3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid CS	11	11.0	11.0	11.0
S	45	45.0	45.0	56.0
SS	44	44.0	44.0	100.0
Total	100	100.0	100.0	

P1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	3	3.0	3.0	3.0
CS	9	9.0	9.0	12.0
S	30	30.0	30.0	42.0
SS	58	58.0	58.0	100.0
Total	100	100.0	100.0	

P2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	5	5.0	5.0	5.0
CS	27	27.0	27.0	32.0
S	38	38.0	38.0	70.0
SS	30	30.0	30.0	100.0
Total	100	100.0	100.0	

P3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	4	4.0	4.0	4.0
CS	13	13.0	13.0	17.0
S	56	56.0	56.0	73.0
SS	27	27.0	27.0	100.0
Total	100	100.0	100.0	

I1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	2	2.0	2.0	2.0
CS	9	9.0	9.0	11.0
S	34	34.0	34.0	45.0
SS	55	55.0	55.0	100.0
Total	100	100.0	100.0	

I2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	1	1.0	1.0	1.0
CS	6	6.0	6.0	7.0
S	34	34.0	34.0	41.0
SS	59	59.0	59.0	100.0
Total	100	100.0	100.0	

I3

	Frequency	Percent	Valid Percent	Cumulative Percent
STS	1	1.0	1.0	1.0
TS	1	1.0	1.0	2.0
CS	6	6.0	6.0	8.0
S	32	32.0	32.0	40.0
SS	60	60.0	60.0	100.0
Total	100	100.0	100.0	

C1

	Frequency	Percent	Valid Percent	Cumulative Percent
TS	2	2.0	2.0	2.0
CS	4	4.0	4.0	6.0
S	38	38.0	38.0	44.0
SS	56	56.0	56.0	100.0
Total	100	100.0	100.0	

C2

	Frequency	Percent	Valid Percent	Cumulative Percent
CS	7	7.0	7.0	7.0
S	41	41.0	41.0	48.0
SS	52	52.0	52.0	100.0
Total	100	100.0	100.0	

C3

	Frequency	Percent	Valid Percent	Cumulative Percent
TS	1	1.0	1.0	1.0
CS	12	12.0	12.0	13.0
S	36	36.0	36.0	49.0
SS	51	51.0	51.0	100.0
Total	100	100.0	100.0	

5. UJI VALIDITAS

a. Dimensi *Emphaty*

		Correlations			
		E1	E2	E3	r_tabel
E1	Pearson Correlation	1	-.194	-.026	.529**
	Sig. (2-tailed)		.305	.892	.003
	N	30	30	30	30
E2	Pearson Correlation	-.194	1	.208	.554**
	Sig. (2-tailed)	.305		.270	.001
	N	30	30	30	30
E3	Pearson Correlation	-.026	.208	1	.635**
	Sig. (2-tailed)	.892	.270		.000
	N	30	30	30	30
r_tabel	Pearson Correlation	.529**	.554**	.635**	1
	Sig. (2-tailed)	.003	.001	.000	
	N	30	30	30	30

** . Correlation is significant at the 0.01 level (2-tailed).

b. Dimensi *Persuasion*

		Correlations			
		P1	P2	P3	r_tabel
P1	Pearson Correlation	1	-.029	.148	.584**
	Sig. (2-tailed)		.880	.434	.001
	N	30	30	30	30
P2	Pearson Correlation	-.029	1	.029	.608**
	Sig. (2-tailed)	.880		.880	.000
	N	30	30	30	30
P3	Pearson Correlation	.148	.029	1	.619**
	Sig. (2-tailed)	.434	.880		.000
	N	30	30	30	30
r_tabel	Pearson Correlation	.584**	.608**	.619**	1
	Sig. (2-tailed)	.001	.000	.000	
	N	30	30	30	30

** . Correlation is significant at the 0.01 level (2-tailed).

c. Dimensi *Impact*

		Correlations			
		I1	I2	I3	r_tabel
I1	Pearson Correlation	1	-.070	.000	.544**
	Sig. (2-tailed)		.713	1.000	.002
	N	30	30	30	30
I2	Pearson Correlation	-.070	1	.383*	.611**
	Sig. (2-tailed)	.713		.036	.000
	N	30	30	30	30
I3	Pearson Correlation	.000	.383*	1	.739**
	Sig. (2-tailed)	1.000	.036		.000
	N	30	30	30	30
r_tabel	Pearson Correlation	.544**	.611**	.739**	1
	Sig. (2-tailed)	.002	.000	.000	
	N	30	30	30	30

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

d. Dimensi *Communication*

		Correlations			
		C1	C2	C3	r_tabel
C1	Pearson Correlation	1	.048	-.218	.469**
	Sig. (2-tailed)		.800	.247	.009
	N	30	30	30	30
C2	Pearson Correlation	.048	1	.147	.729**
	Sig. (2-tailed)	.800		.437	.000
	N	30	30	30	30
C3	Pearson Correlation	-.218	.147	1	.519**
	Sig. (2-tailed)	.247	.437		.003
	N	30	30	30	30
r_tabel	Pearson Correlation	.469**	.729**	.519**	1
	Sig. (2-tailed)	.009	.000	.003	
	N	30	30	30	30

** . Correlation is significant at the 0.01 level (2-tailed).

6. UJI RELIABILITAS

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.788	12